Rep Order#         6849034         Ver#         5         Mod#         2         Status         Confirmed         Traffic Order# 106189         Printed:         09/04/2012 10:35 AM           Ectation         KSNV-TV LAS VEGAS, NV.         Agency         ( ) CAMPAIGN GROUP         Showing Buylines: All Lines           Advertiser         ( ) AFSCME         PHILADELPHIA PA 19102         Sales Office         ( ) PHILADELPHIA Sales Office           Estimate#         LISA CABANEL         Agency C/PI/P2/E         Agency C/PI/P2/E         Flight Dates         09/05/2012 - 09/10/2012         Salesperson Phone#         215-568-6540           Phone#         Hiatus Weeks         Hiatus Weeks         Mod#         2         Status Confirmed         Traffic Order# 106189         Printed:         09/04/2012 10:35 AM
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- CONTRACT COMMENT --

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11A-12P	IOA-IIA .ne Comment	10A-11A ne Comment	9A-10A .ne Comment	9A-10A ne Comment	7A-9A .ne Comment	6A-7A Buyline Comment: WAKE UP	6A-7A Buyline Comment: WAKE UP	5A-6A Buyline Comment: WAKE UP	5A-6A Buyline Comment: WAKE UP	Time
	10A-11A Buyline Comment: TODAY SHOW III	10A-11A Buyline Comment: TODAY SHOW III	9A-10A Buyline Comment: TODAY SHOW II	9A-10A Buyline Comment: TODAY SHOW II	7A-9A Buyline Comment: TODAY SHOW	. WAKE UP	. WAKE UP	.: WAKE UP	WAKE UP	Program
:30	: 30	: 30	:30	: 30	: 30	<b>:</b> 30	: 30	: 30	:30	Len
\$325.00	\$450.00	\$450.00	\$900.00	\$900.00	\$1,500.00	\$1,000.00	\$1,000.00	\$600.00	\$600.00	Rate
09/05-09/07	09/10-09/10	09/05-09/07	09/10-09/10	09/05-09/07	09/05-09/07	09/10-09/10	09/05-09/07	09/10-09/10	09/05-09/07	
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Н	↦	۲	Н	Н	H	H	ı	Ь	⊢    -  -	# of Weeks
w	Н	12	Н	2	ω	17	ω	Ь	ω     	Total Spots
\$975.00	\$450.00	\$900.00	\$900.00	\$1,800.00	\$4,500.00	\$1,000.00	\$3,000.00	\$600.00	\$1,800.00	Total Cost
										Daypart

Buyline Comment: RACHEL RAY

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21	20	19	18	17	Q)	<b>Ľ</b>	12 4	13	12	11	LT In	Esumate# Buyer Phone# Fax#	Station KS Advertiser Product	Rep Order# EC'd Yes
SU 830P-930P Buyline Comment:	M 5P-630P Buyline Comment:	W-F 5P-630P Buyline Comment:	M 4P-5P Buyline Comment:	W-F 4P-5P Buyline Comment:	W-F 3P-4P Buyline Comment:	M 2P-3P Buyline Comment:	W-F 2P-3P Buyline Comment:	W-F 1230P-1P Buyline Comment:	M 12P-1230P Buyline Comment:	W-F 12P-1230P Buyline Comment:	Day T	LISA CABANEL	KSNV-TV LAS VEGAS, NV. r ( ).AFSCME AFSCME	6849034
830P-930P Comment: NEWS	5P-630P Comment: NEWS	5P-630P Comment: NEWS	4P-5P Comment: NEWS	4P-5P Comment: NEWS	3P-4P Comment: DR.	2P-3P e Comment: DRS	2P-3P e Comment: DRS	1230P-1P Comment: NEWS	12P-1230P Comment: NEWS	12P-1230P Comment: NEWS	Time Pro		GAS, NV.	Ver# 5
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												Flight Dates Hiatus Weeks	Agency ( 1600 I PHIL./	Status Confirmed
:30	:30	:30	:30	:30	:30	:30	:30	:: 30	:30	:30	Len		) CAMPA OCUST S DELPHIA	Traffic (
\$1,800.00	\$1,200.00	\$1,200.00	\$700.00	\$700.00	\$450.00	\$325.00	\$325.00	\$325.00	\$425.00	\$425.00	Rate	09/05/2012 - 09/10/2012	( ) CAMPAIGN GROUP 1600 LOCUST ST PHILADELPHIA, PA 19102	Traffic Order# 106189 Show
09/09-09/09	09/10-09/10	09/05-09/07	09/10-09/10	09/05-09/07	09/05-09/07	09/10-09/10	09/05-09/07	09/05-09/07	09/10-09/10	09/05-09/07	Dates	2		Prir Last Received: 09/ Showing Buylines: All Lines
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ы	М	N	Ь	2	w	Н	ν	ω	ы	N	Total Spots	215-568-6540 215-568-1845	) PHILADELPHIA ) AMY MCCREARY	09/06/2012 11:25 AM 0:35 AM
\$1,800.00	\$1,200.00	\$2,400.60	\$760.00	\$1,400.00	\$1,350.00	\$325.00	\$650.00	\$975.00	\$425.00	\$850.00	Total Cost	540 845	HIA EARY	
							·				Daypart			2 of 5

	EC'd Yes	Rep Order#
	,	6849034
		Ver# 5
		Mod# 2
		Ver# 5 Mod# 2 Status Confirmed
Showing		Traffic Order# 106189
Showing Buylines: All Lines	Last Received: 09/04/2012 10:35 AM	
Lines	09/04/2012	Printed:
	10:35 AM	09/06/2012 11:25 AM

3 of

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디 Fax# Phone# Station KSNV-TV LAS VEGAS, NV.
Advertiser ( ).AFSCME
Product AFSCME Buyer Estimate# 28 ü 27 9 25 24 35 23 ω 4 22 Ę LISA CABANEL Σ, M-TH য় 1 W-TH₩IH Day S SA 区 H SA [MKGD FOR SPOTS MISSED ON LN #27: 9/05(1/WK)] [MADE-GOOD BY LINE(S) 33] [MKGD FOR SPOTS MISSED ON LN #23: 9/05(2/WK)] [MADE-GOOD BY LINE(S) 35] [MKGD FOR SPOTS MISSED ON LN #22: 9/05(2/WK)] [MADE-GOOD BY LINE(S) 34] Buyline Comment: FACE TO FACE Buyline Comment: WHEEL Buyline Comment: AGT Buyline Comment: AGT Buyline Comment: VEGAS Buyline Comment: WHEEL Buyline Comment: FACE TO FACE Buyline Comment: WHEEL Buyline Comment: FACE TO FACE Time 4P-515P 8P-9P 9P-10P 730P-8P 730P-8P 1030P-11P 10P-1030P 7P-730P 730P-8P 7P-730P Program Flight Dates Agency C/P1/P2/E Agency Hiatus Weeks ( ) CAMPAIGN GROUP 1600 LOCUST ST PHILADELPHIA, PA 19102 :30 :30 :30 30 :30 Len :30 30 :30 :30 30 09/05/2012 - 09/10/2012 \$1,300.00 \$2,400.00 \$4,000.00 \$4,000.00 \$375.00 \$500.00 \$1,000.00 \$1,000.00 \$1,000.00 \$1,300.00 Rate 09/09-09/09 09/06-09/06 09/05-09/05 09/05-09/06 09/05-09/07 09/05-09/06 80/60-80/60 80/60-80/60 09/10-09/10 09/05-09/07  $\vdash$ Н Н 0 ئىدا N 0 N Spots/Week Rep Firm Sales Office ( Salesperson ( Salesperson FAX# Salesperson Phone# # of Weeks  $\vdash$ 0 0  $\vdash$  $\vdash$ ) PHILADELPHIA ) AMY MCCREARY 215-568-6540 215-568-1845  $\mu$ 0 ш 1-1 Total Spots N 0 N \$0.00 \$1,000.00 \$2,600.00 \$1,300.00 Total Cost \$2,400.00 \$4,000.00 \$375.00 \$500.00 \$2,000.00 \$0.00 Daypart

Buyline Comment: FTBL IN AMERICA

	Sep 12: 59 / \$48,050.00 Sales Totals: 59 / \$48,050.00 Station Totals: 59 / \$48,050.00 Lines not sent/rcld/rtrn: 0 / \$0.00 —COMPETITIVE—  Market Totals \$184,808	REPORT TOTALS Report Totals: 59 / \$48,050.00SALES MONTHLY TOTALS	32 M 1235A- 135A Buyline Comment: LATE NIGHT	31 W-F 1235A- 135A Buyline Comment: LATE NIGHT	30 M 1135P- 1235A Buyline Comment: TONIGHT SHOW	29 W-F 1135P- 1235A Buyline Comment: TONIGHT SHOW	Fax# LT Ln Day Time Program	*	Station KSNV-TV LAS VEGAS, NV. Advertiser ( ).AFSCME Product AFSCME	Rep Order# 6849034 Ver# 5 Mod# 2 Status EC'd Yes
KTNV								Agency C/P1 Flight Dates Hiatus Week	Agency	Status Confirmed
15% KTUD 0% KV 0%	KBIR 0%		:30 \$425.00 09/1	:30 \$425.00 09/0	:30 \$750.00 09/1	:30 \$750.00 09/0	Len Rate Date	Agency C/P1/P2/E Flight Dates 09/05/2012 - 09/10/2012 Hlatus Weeks	y ( ) CAMPAIGN GROUP 1600 LOCUST ST PHILADELPHIA, PA 19102	Traffic Order# 106
KVCW 2%			/10-09/10	/05-09/07	/10-09/10	/05-09/07	  -  -  -  -			Prin Last Received: 09/ Showing Buylines: All Lines
KVMY 18			L	<b>.</b>	<sub>F-3</sub>	4.	Spots/Week # of Weeks	Salesperson Phone# Salesperson FAX#	Rep Firm Sales Office ( ) Salesperson ( )	<b>Printed:</b> 09/06/2012 11:25 AM 09/04/2012 10:35 AM ines
KVVU 35%			1 \$425.00	4 \$1,700.00	1 . \$750.00	4 \$3,000.00	Total Total Cost Spots	215-568-6540 215-568-1845	) PHILADELPHIA ) AMY MCCREARY	! 11:25 AM
		·					Daypart			4 of 5

---COMPETITIVE COMMENTS--SHARES ESTIMATED

Estimate# Buyer LISA CABANEL Phone# Fax#	Station KSNV-TV LAS VEGAS, NV Advertiser ( ).AFSCME Product AFSCME	Rep Order# 6849034 EC'd Yes
·	AS, NV.	Ver# 5
		Mod# 2
Agency C/P1/P2/E Flight Dates Hiatus Weeks	Agency (	Ver# 5 Mod# 2 Status Confirmed
I/P2/E 09/05/2012 - 09/10/2012 IS	( ) CAMPAIGN GROUP 1600 LOCUST ST PHILADELPHIA, PA 19102	Traffic Order# 106189 L Showin
		189 Prin Last Received: 09/ Showing Buylines: All Lines
Salesperson Phone# Salesperson FAX#	Rep Firm Sales Office ( Salesperson (	Printed: 09/06/2012 11:25 AM Last Received: 09/04/2012 10:35 AM ng Buylines: All Lines
215-568-6540 215-568-1845	) PHILADELPHIA ) AMY MCCREARY	.2 11:25 AM

- CREDIT RISK -

Books Demos

NOV12 RA35+

INSUFFICIENT INFO FOR CREDIT ASSESSMENT

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